



Pages



SECTIONS



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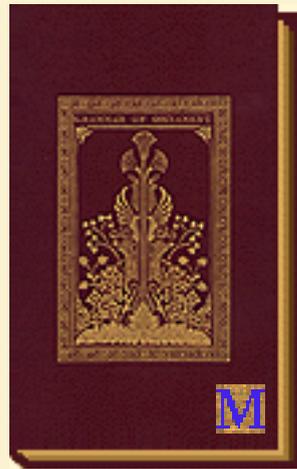
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Pages



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Title Page



Master Index



Chap. Index



Plates



HiRes Detail



Text Sample

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Examples



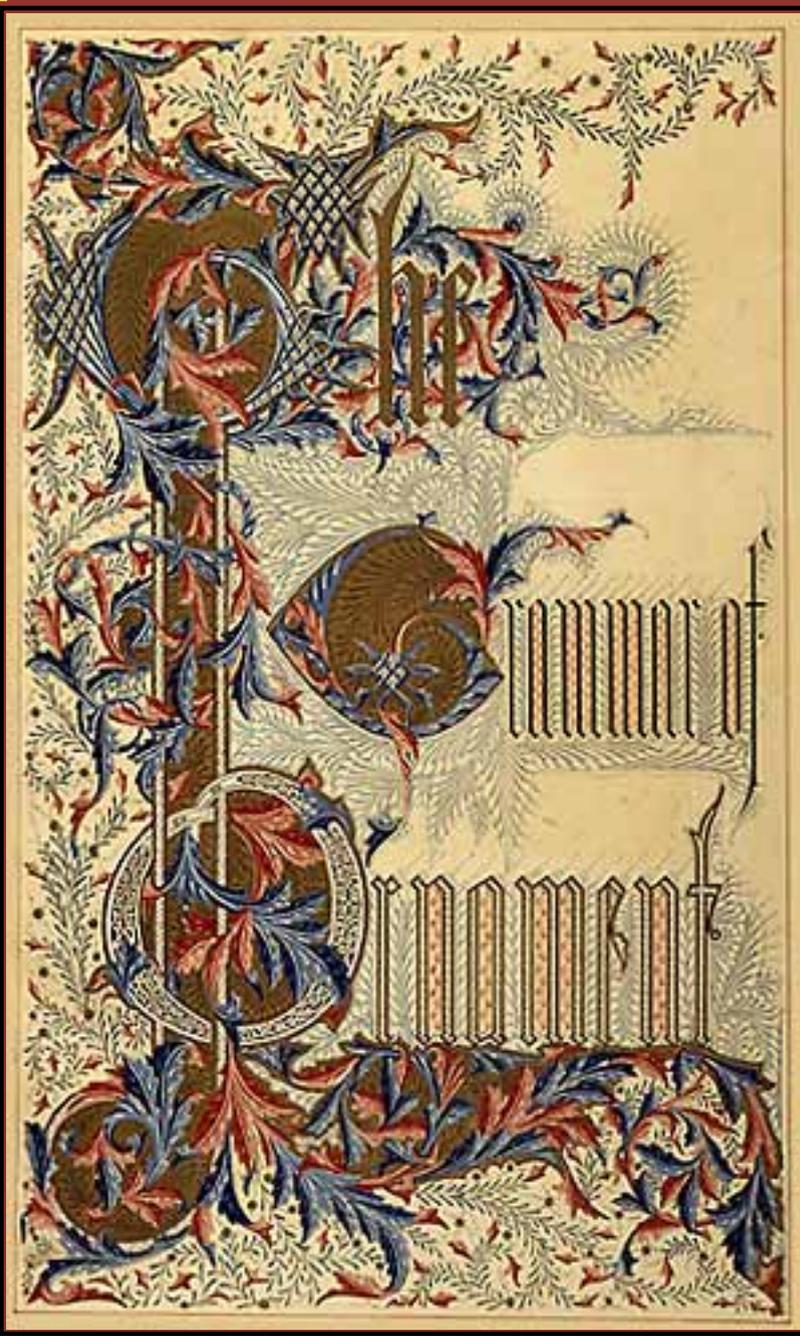
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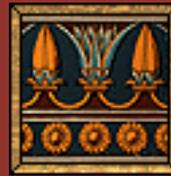
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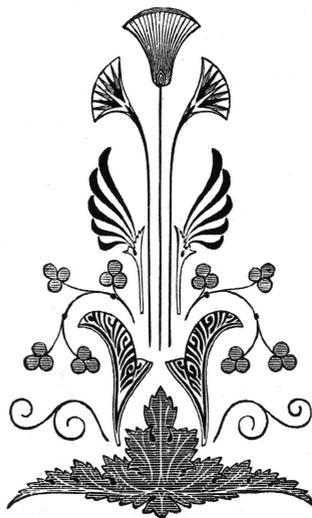


THE  
**GRAMMAR OF ORNAMENT**

BY  
OWEN JONES

ILLUSTRATED BY EXAMPLES  
FROM VARIOUS STYLES OF ORNAMENT

ONE HUNDRED AND TWELVE PLATES



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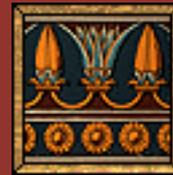
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Back



# Index of Cultural Styles



Savage Tribes



Egyptian



Assyrian & Persian



Greek



Pompeian



Roman



Byzantine



Arabian



Turkish



Moresque f/ Alhambra



Persian



Indian



Hindoo



Chinese



Celtic



Mediaeval & Ill. Mss.



Renaissance



Elizabethan



Italian



Leaves & Flowers

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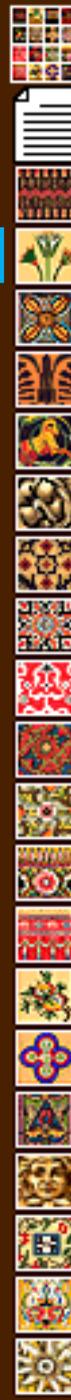


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# II Egyptian Ornament



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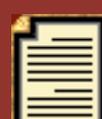
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ÆGYPTISCH

EGYPTIAN N° 1

EGYPTIENS

TAFEL IV

PL. IV



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This Image  
Detail



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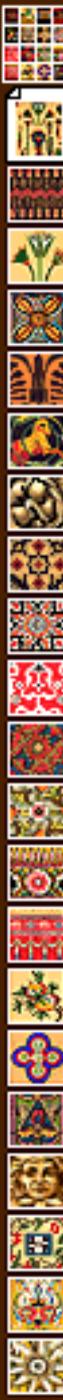
## ORNAMENT OF SAVAGE TRIBES - EXCERPT

... the highest ambition is still to create, to stamp on this earth the impress of an individual mind.



Female Head from New Zealand,  
in the Museum, Chester.

From time to time a mind stronger than those  
around will impress itself on a generation ...



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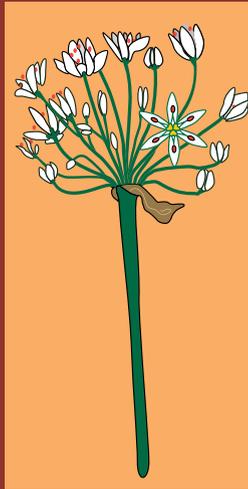
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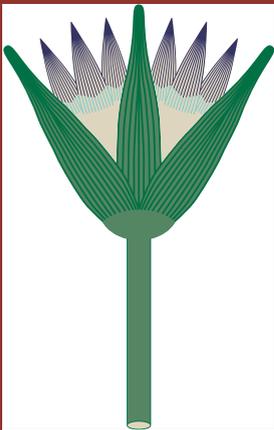


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**“Form without colour  
is like a body without a soul.”**

— Owen Jones —



## The Grammar of Ornament

Owen Jones' *Grammar of Ornament* is one of the most famous and sought after works on Ornamental Design ever published. This monumental work was produced on over 600 hand etched stone plates and took 5 artisans nearly a year to complete. Many of its designs were taken from ancient monuments and buildings that are no longer extant. The *Grammar of Ornament* had a profound influence on the development of the Arts and Crafts Movement and on the designs of artists such as William Morris and Louis Sullivan.

Direct Imagination is pleased to offer the complete *Grammar of Ornament* on computer CD-ROM in two versions: the *Professional Artists' Edition* and the *Compact Edition*. These beautiful reproductions are taken from lithographs printed with the original stone plates. They contain 20 chapters of live text and 112 full color plates.

Pages



Introduction



Description



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Design  
Examples



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## Description

The *Grammar of Ornament, Professional Artists' Edition*, contains three complete works: It includes all of the artwork from the Quarto edition, plus full resolution scans of all 2,300 original Folio designs, featuring delicate detail that could not be rendered in the smaller Quarto format. The complete text has been reproduced in Postscript and is hyper-linked with the art, allowing the user to move seamlessly between the text and art with the click of a mouse. And finally, 160 selected designs have been redrawn with Adobe Illustrator as EPS (ALiveArt!©).

On-line help is available, as well as an extensive User Manual for installation and operation of the CD-ROM. A printed color pictorial guide to all 2,300 designs is also included for easy reference.

The *Grammar of Ornament* is also available as a more economical *Compact Edition*. It has all the same features as the professional edition, but omits the high resolution details and the ALiveArt! of the Professional Artists' Edition. It is designed for student use and as a coffee table book. (It has samples of selected details and ALiveArt! designs).

All *Grammar of Ornament* Illustrations may be reproduced without licensing fees or copyright restrictions.

Pages



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## ALive Art!

ALiveArt!\* is a collection of royalty-free Postscript designs from the *Grammar of Ornament*, intended for Artists, Industrial designers, and Desktop Publishers. ALiveArt! patterns are ready to use and can be easily modified or scaled to any size without loss of quality. Color designs may also be printed as 4 color separations without requiring custom colors. Direct Imagination's artists did not simply trace the designs. Each one was analyzed for the thought process that created the original work - for the symmetries inherent in it. Every edge lines up perfectly with its neighbors and symmetrical designs tile perfectly. There are no multiple layers to complicate your work or interfere with trapping and no reliance on clumsy line strokes or overlaps to cover up imperfect edges.

Included on the *Professional Edition's* CD-ROM are 160 of the best designs. Each is reproduced in 4 formats: Color, Gray scale, Black & White, and Line Drawing, yielding 640 different possibilities. Changing the color, scale, and juxtaposition of these can produce boundless additional variations. ALiveArt! designs have been grouped into 6 categories:

1. Borders & Frames
2. Flowery Borders
3. Geometric Edges
4. Leaves & Flowers
5. Ornaments
6. Tiles

\* ALiveArt! was created with Adobe Illustrator and Macromedia Freehand, and saved in EPS format. ALiveArt! is © Direct Imagination, 1995.

Pages



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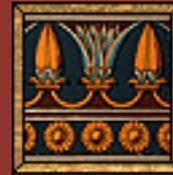
Quick  
Tour



Design  
Examples



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HELP

## Implementation and System Requirements

The *Grammar of Ornament* is implemented using Adobe Acrobat version 2.1. Acrobat provides the user with the ability to copy both text and illustrations into other documents, with high quality Postscript text, word search, and continuous magnification. A copy of the Acrobat reader is included on each CD-ROM.

The *Grammar of Ornament* will operate on any of the following computer systems:

### Macintosh: Macintosh II (68040) or Power Mac:

- At least 4MB of application RAM, 8 or more is recommended (16MB Total).
- System 7.0 or later
- CD ROM Drive

### IBM PC: IBM PC or compatible (486 or Pentium):

- At least 4MB of RAM
- Windows 3.1, 95, or NT 3.5
- Mouse
- CD ROM Drive

**Display:** The Grammar of Ornament can be used on systems with 16 or 24 bit color controllers. 17 inch monitors, or larger, are recommended. 8-bit display controllers are not recommended.

**Software:** Photoshop and either Illustrator or Freehand are strongly recommended.

Adobe Acrobat, Illustrator, FrameMaker, Photoshop, and Postscript are trademarks of Adobe Systems, Inc. Mac, Macintosh, and Power Macintosh are trademarks of Apple Computer Inc. IBM is a trademark of International Business Machines Corp. Windows, Windows 95, and Windows-NT are trademarks of Microsoft Corp. Director and Freehand are trademarks of MacroMedia.

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## Direct Imagination

We are a group of Artists, Architects, and Designers who are dedicated to bringing you the very best in digital references for the professional designer. We believe strongly in the integrity of the original works, and reproduce complete references, not just selected images. Further, we allow reproduction of any of our designs, free from any licensing fees or copyright restrictions.

Forthcoming CD-ROMs will include works on textiles and fashion, plus lots more ALiveArt!

## Packaging

Both editions of the *Grammar of Ornament* are sold in a box that is a faithful reproduction of the 1856 Folio Book. Permanent, practical, and handsome, its leather textured cover is stamped in gold leaf foil with the original designs. The book opens up to reveal storage compartments for both the manuals and the CD-ROM, which is in a jewel case. The book makes an elegant, eye catching display and also ends the lament of many Multimedia purchasers, who can never seem to keep the pieces of a product together, once the cardboard box has been discarded. The box is secured with tamper-detection closures, and is shrink-wrapped with a colorful back-panel description of the product.

Physical characteristics:

Size: 10 x 8 1/2 x 2 Inches.

Weight: Under 2 Lbs.

Pages



Introduction



Description



Alive Art !



Sys. Reqts.



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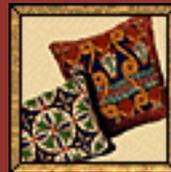
I WANT ONE



Morph  
Movie



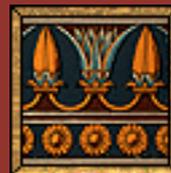
Quick  
Tour



Design  
Examples



Live Art !



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## Thank you

We would like to express our thanks to the inspiration of Ray Hubbard, who bought a copy of Owen Jones' Grammar of Ornament in 1948 while he was teaching art. It then cost him a month's income. We would like to express our thanks to the efforts of the following people: Christopher Warnock of Adobe contributed generously of time and assistance with Acrobat. Nick Hormann narrated the Demo and Randy Hale engineered the sound. Tony Gardner of Cal State Northridge graciously provided us with access to the 1856 Folio. Bill Bresette directed the color photography. Jeffrey O'Brien and Frank Schlegel provided photographic equipment and services. Antrese Wood put her heart into an early set of illustrations. Cha-Rie Tang, Oriana, and Richard Gail created all of the final art work for ALiveArt! Katrina Smith, Eric Gail, Tara Pfaff, Mei-Ling and Jonathan Hubbard, and Violet Shirvan all worked on production; and never complained when the computers crashed or everything had to be redone. John Wallace, Bud Walker, Stu Ivester, and Dale Williams all contributed good business advice. George Netter provided legal advice and never sent us the bill. Mr. Holloway of Bernard Quaritch, Michael Twyman of Reading University, and Michael Darby generously supplied historical information. Carl Gover and Katherine Gordon tramped around the Victoria and Albert for us. Maureen Kringsen, Lynda Weinman, David Dodge, and Tony Longson poked, prodded, tested, and offered more valuable advice. Ellen Christensen, Carol Flores, and Kresten Jespersen wrote introductions on Owen Jones and the significance of the Grammar of Ornament and graciously labored over Christmas in order to meet our deadlines. Finally, money does not grow on trees. We wish to thank Iain Stobie for employing Bruce and putting up with his extremely flexible hours during the development of this work.

Thank you all very much, and thank you for buying this work.

Bruce D. Hubbard,  
Cha-Rie Tang  
Stephen Hubbard  
Mei-Ling Tiffany  
Jonathan Cloud-Dragon.

Pasadena, 1995.

Pages



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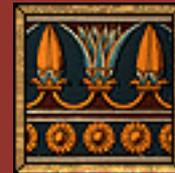
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Design  
Examples



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(818) 449-6083.

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# Grammar of Ornament Order Form

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## Please Help us Out

Title \_\_\_\_\_  
 Self Employed?  
 No. Employees \_\_\_\_\_  
 No. Mac's \_\_\_\_\_  
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No. & Type of multimedia machines:  
 \_\_\_\_\_  
 \_\_\_\_\_

## Ship To:

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 Company: \_\_\_\_\_ Mail-Stop \_\_\_\_\_  
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 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Items Ordered

Grammar of Ornament Professional Edition:  
 Grammar of Ornament Compact Edition:  
 Grammar of Ornament Demo Disk:  
 Discount, If you complete Please Help Us:

	Cost	No.	Subtotal
Grammar of Ornament Professional Edition:	\$149.00*		\$ .
Grammar of Ornament Compact Edition:	\$ 75.00*		\$ .
Grammar of Ornament Demo Disk:	\$ 6.00		\$ .
Discount, If you complete Please Help Us:	\$ -5.00		\$ .
<b>Subtotal</b>	* Special prices good until 12-31-95; then \$199/\$99.		<b>\$ .</b>
Tax (California Residents add 8.25% tax)			\$ .
Express Mail: _____	\$ 14.00		\$ .
Priority Mail: _____	\$ 6.00		\$ .
First Class: _____	\$ 4.00		\$ .
<b>Grand Total</b>			<b>\$ .</b>

### Subtotal

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What do you plan to use The Grammar of Ornament for?

- \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

All information will kept in strict confidence. Thank you very much.

# HELP: Buttons

## SECTION BUTTONS

This is a section button.  
Press it to go there.

It turns Blue when you  
are in that section.



The Demo is divided up into 6 Main Sections

This is a page  
button within  
a section



It turns Blue  
when you are  
on that page.

Each Section may have  
several Pages.

## PAGE BUTTONS



This is a MovieLink Button.  
Press it to play a movie



This is a Note Button.  
Double click it for  
additional information.



Pages

HELP



Morph  
Movie



Quick  
Tour



Design  
Examples



Buttons



Live Art !



Mouse Icons



I Want  
One !



Index Icons



Navigation



Press for  
HELP  
Message

# HELP: Mouse



Here is the normal mouse cursor.

If you click the mouse now, you will jump to a new location.



When you move it over an active area, its shape changes to a pointing finger.

TRY IT!



This cursor magnifies. Normal image data is stored at 72 DPI, but image details (pg. 8) can be magnified up to 300% for better resolution. ALive Art! is EPS and can be magnified up to 800%. Text may also be enlarged up to 800%.



This cursor, located under Tools, above, is the graphics selection tool. Use it to draw a rectangular marquee around an image. Then use Control-c to copy the data. Control-v to place it into another application.

Pages



Buttons



Mouse Icons



Index Icons



Navigation

HELP



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Design  
Examples



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One !



Press for  
HELP

# Index Icons

Each chapter of the Grammar of Ornament is represented by an icon.

These are arranged along the side of each page. To jump to one of the chapters, press on its icon.

Only Egypt, the Master Index, and Chapter Text are active on the pages of this Demo.

Cyan rectangle indicates which chapter you are currently in.

Master Index

Chapter Text

Savage Tribes

Egypt

Assyria

Greece

Pompeian

Roman

Byzantine

Arabian

Turkish

Moresque

Persian

Indian

Hindoo

Chinese

Celtic

Mediaeval

Renaissance

Elizabethan

Italian

Flowers



Pages

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Buttons



Mouse Icons

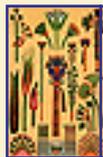


Index Icons



Navigation

# Navigating The Book



Click  
to  
Jump



Chapter Index



Egyptian Plate 4

Click  
to  
Jump



Detail

From the chapter index, you can jump to a half-size version of each plate.

Clicking on individual designs brings up a full sized detail, scanned at 216 dpi. (This is 3 times screen resolution.)

Pages

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